

| *Badyã* |

THE CREATIVE CITY



**PALM HILLS**  
DEVELOPMENTS

## | *Badyã* |

*Badya is a start. A hopeful beginning of all things beautiful.*

*A fresh start. An out-with-the-old, in-with-the-new kind of place.*

*A challenge to all things real estate. A place to breathe.*

*A milestone in this nation's history and a step for its future.*

***Here's to new beginnings.***

# A Fresh Canvas

**Whether** *switching on, tuning in, dropping off, picking up, turning around,* STARTING OVER, *trying out, staying in, pushing on, laying back, strumming along, rolling by, chatting away, following through, going under,* PLOWING AHEAD, **thinking forward, AIMING HIGH,** *digging deep, running about, splashing across,* spinning past, **meeting afresh** or STEPPING ANEW.

No corner of creativity, avenue of art or pathway of passion was left undiscovered when it came to planting, painting and providing a whole new beginning to the common notion of everyday life.

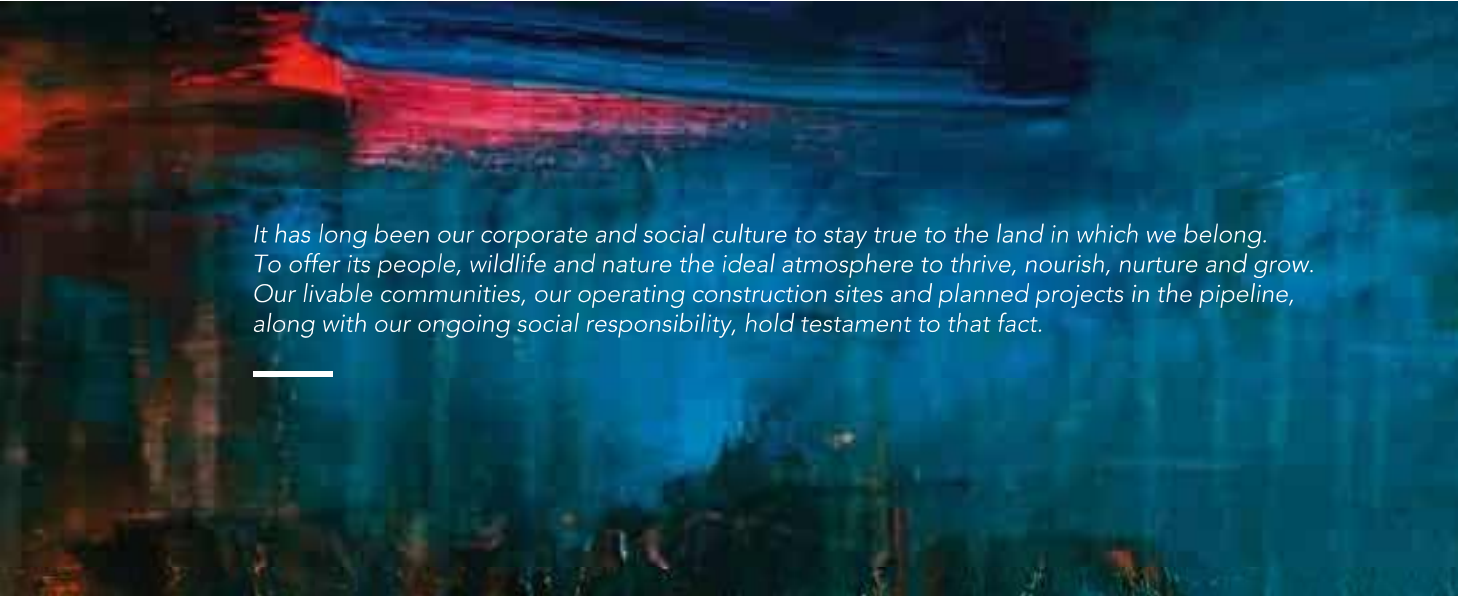
*It is a new age.*





A new understanding. A new connection.  
A new dawn. A new **lifestyle**. A new opportunity. A new hope.

## Making Master- pieces.



*It has long been our corporate and social culture to stay true to the land in which we belong. To offer its people, wildlife and nature the ideal atmosphere to thrive, nourish, nurture and grow. Our livable communities, our operating construction sites and planned projects in the pipeline, along with our ongoing social responsibility, hold testament to that fact.*

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We pride ourselves on being the leading developers to the marvel that is Egypt and have traversed Beyond Boundaries through all aspects of our industry, in each undertaking we have embarked and every vision we set forth to realize.



Listed on both the Cairo-Alexandria and London Stock Exchanges, Palm Hills Developments was founded in 2005 by Mansour and Maghraby Investment and Development Company (MMID) from a vision to develop well-integrated, self-sustainable, mixed-use, residential communities and resorts. Palm Hills Developments continues to this day to set benchmarks in real estate construction, betterment and innovation, spanning East Cairo, West Cairo, the North Coast and the Red Sea.

**Badya**, the latest and potentially greatest undertaking by Palm Hills Developments promises a world of firsts. Be it in smart, home-technological solutions, lifestyle convenience, everyday accessibility, enlightened creativity, profound culture and a devout pledge of observing, conserving and preserving the great outdoors and indoors.

***It is a megapolis unlike any other the region has ever witnessed. And it is rising right next door to you.***



*Badya*

The City of Creativity  
Where artistry, shapes every bit of every day.

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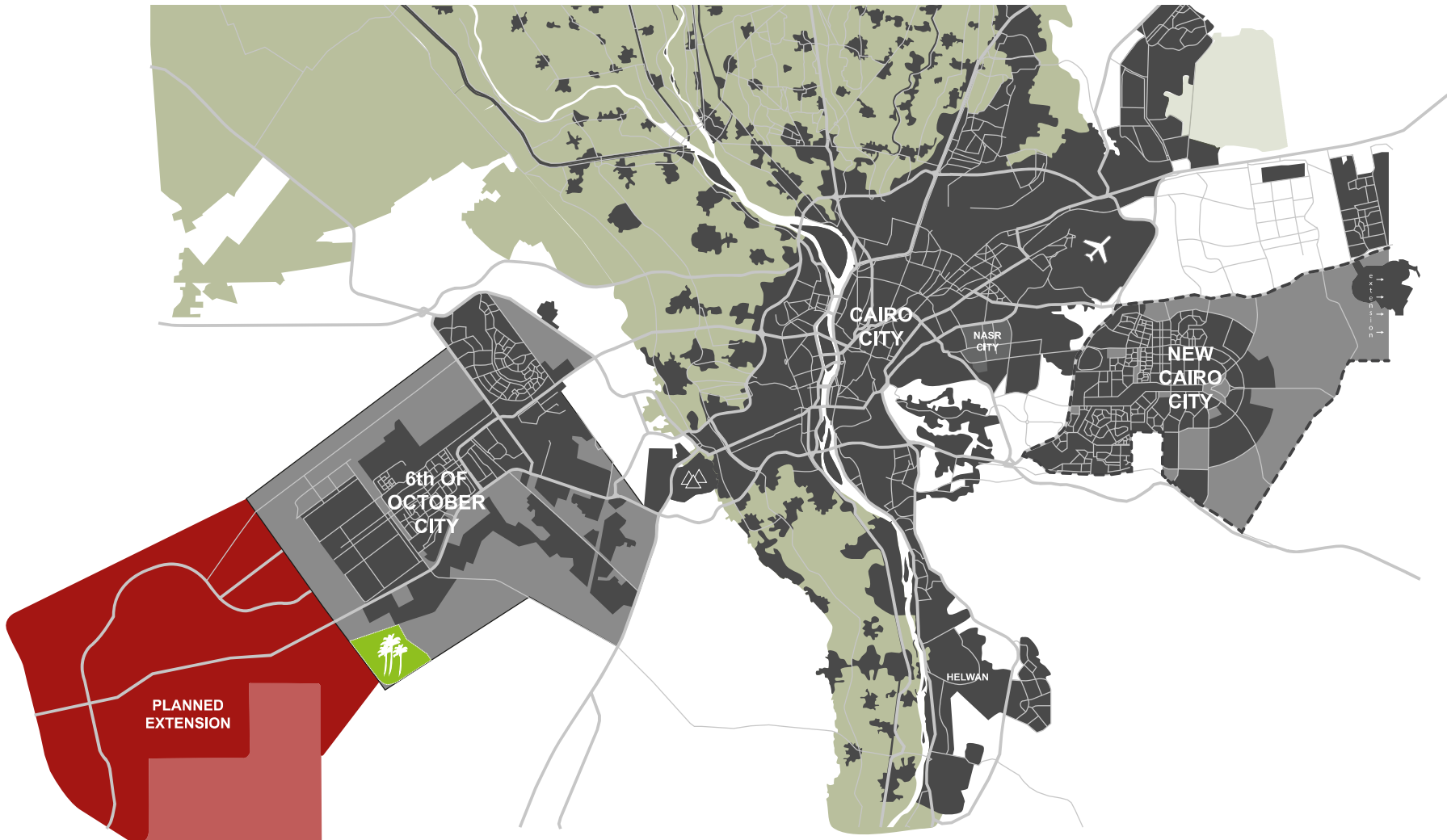
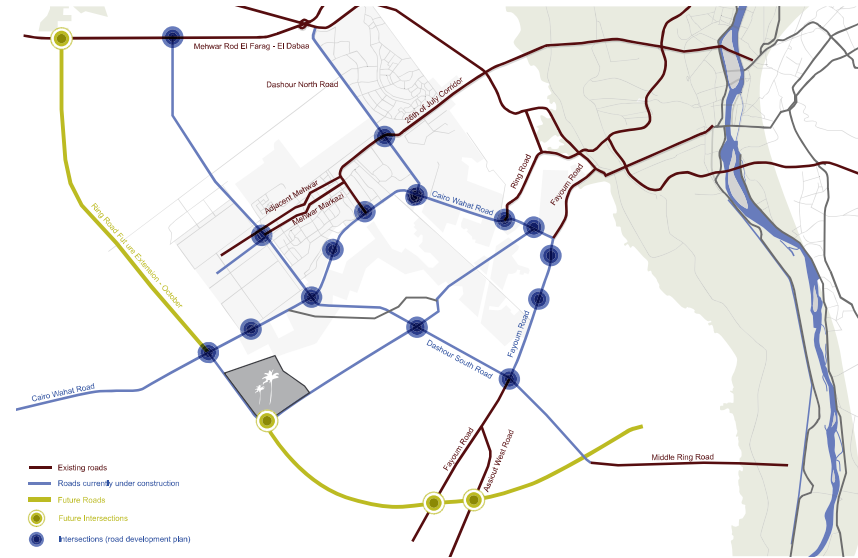
# Sculpting Pillars

While Creativity is the platform of the community,  
**the four pillars** upon which Badya was conceived are:

Nō. 01

# Connectivity

Upcoming roads will connect to make Badya the heart of the city, bringing together the east side of Cairo with the west side.



Built with the **5-10-15 Urban Planning Rule** in mind, where you are a walk away from your needs... only five minutes away from your daily needs, ten minutes away from your weekly needs and fifteen minutes away from monthly needs, because we promote a healthy lifestyle.

Badya features highly accessible pedestrian zones, easily attainable from every residential neighborhood. Central routes will be built, the arteries for the "heart." They will feature quality outdoor shopping outlets of various kinds, a range of gastronomical options along with a host of varied facilities to satisfy a spectrum of dreams and wishes.



Nō. 02

# Cognition

Smart Homes are no longer a luxury but more and more becoming a norm. As generations grow, as do their expectations and requirements according to the world around. And today, things are advancing at blistering rates.

That is why we have taken a few steps forward to create a new dimension by furthering this notion and applying it as a lifestyle solution for your entire community, not just your home. It will be the first such place in Africa, the Middle East and Europe.

A truly **cognitive** "city," in partnership with **IBM**, that will open doors, paths, eyes and jaws, to an ease we have yet to experience and have only imagined. Stay connected indoors and out. The city is truly alive and adapting to suit you and serve you better every day.

**Facial Recognition** technology will minimize unwanted loitering and ensure every aspect of well-being to every single one of our residents, it will open for you new doors, with each entryway customized to your own, personal, preferences.

From checking out at the market to setting the treadmill at the gym, all you'll need to do is smile and be on your way.





**City Surveillance** will promise safer streets and secured neighborhoods, **Tracking Devices** for Children will ensure your eye is on them at all times.

**Health Monitoring** advancements will ensure you are up-to-date and in-the-know **24/7**. Waste Management will guarantee a healthier, more hygienic way of life. All of which will be handled by the experienced men and women at the City Operating Room.

You also won't need to call for repairs with the **Predictive Maintenance Solutions Network** in place to assure you to a tiptop home and greater community that runs smoothly and effortlessly.

**Micro-sensors** will be fitted to detect air pollutants, noise levels, environmental consciousness, heat and humidity readings.

**Intelligent lighting** will allow for cellular cooling technology and optimized brightness based by distance.

**Video monitoring** for home, **vehicle and pedestrian security** will be applied, as will community security monitoring and municipal and manhole monitoring. **Special considerations** will be implemented to ensure the elderly and handicapped have no hindrance in their way.

Charging Piles for your electric mode of transport will be found nearby wherever you are within Badya, because if you really need to drive, you don't need to make a fuss about it. It will also be equipped with **Dynamic Parking** to minimize any type of congestion and have e-bikes readily available to promote a different kind of pedal. **Driverless Vehicles** will also be made possible to rent for trips around our self-sufficient community.

Services such as **Cognitive Concierge** and **Virtual Personal Assistant** will not only make your days simpler, but will actively predict new ways in which to better serve you as per your tastes and preferences.

**Badya Collaborate** will provide residents with interactive neighborhood solutions and **Badya Pay** will elevate the existing security measures in place by establishing a cashless society.

Nō. 03

# Sustainability

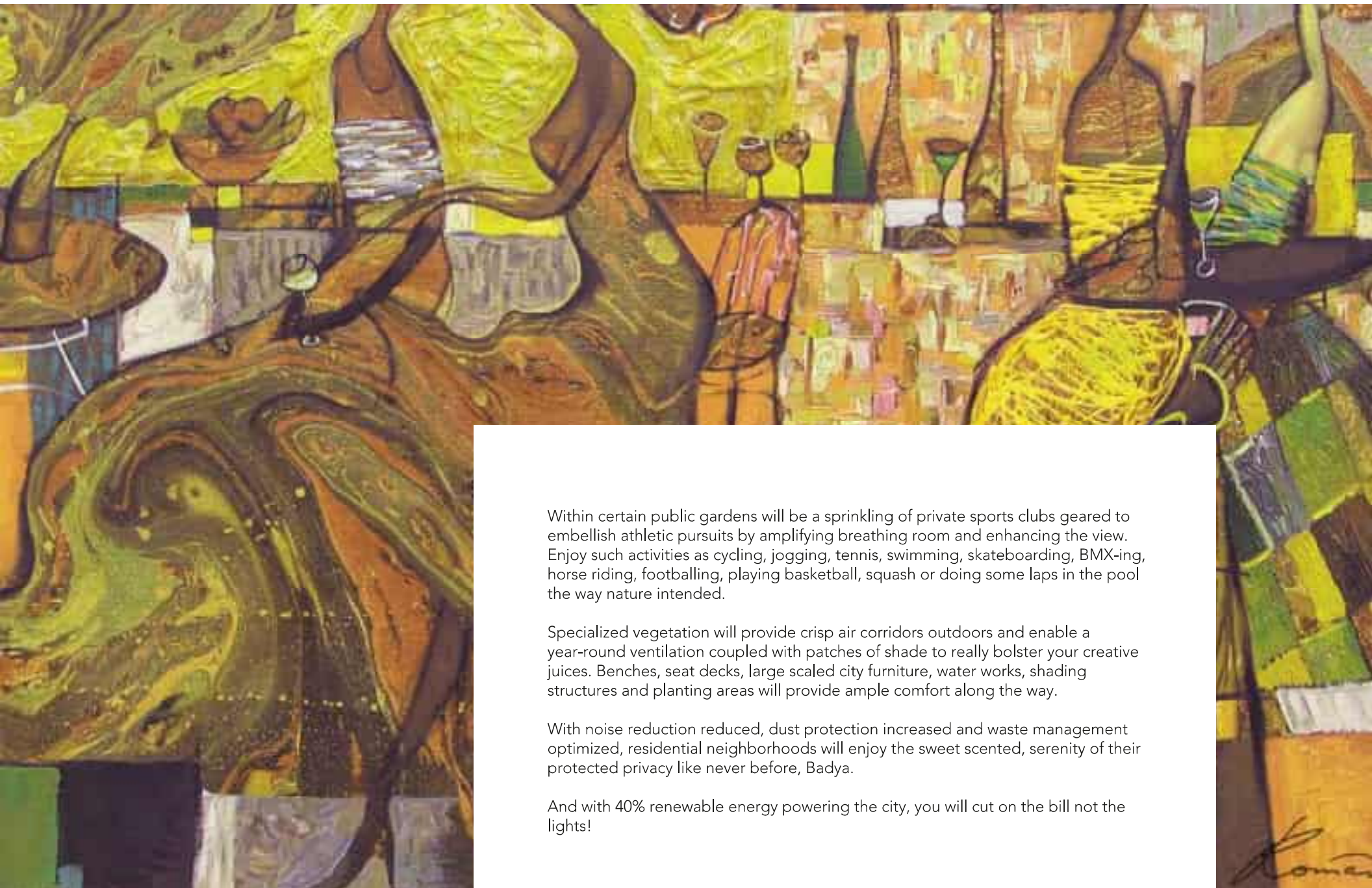
**As the first city in MENA to be in full accordance with the UN Sustainability Goals,** Badya is a sprawling 3000 acres of blossoming nature that invites a healthier way of being to every facet of every day.

95% of the residents will be a pleasant, two minute stroll away from our green-thumb staple of lush, green parks filled with vibrant botanical life and water elements. Neighborhoods will be interweaved with pathways to promote walking and cycling in safe, **breathable atmospheres**.

99% of the population will reside a scenic three minutes from neighborhood squares, which are communal gardens speckled along the way bringing the entire community together.

Central Plazas promoting less motorized transport, will highlight the center of each residential block and will be interlocked with scenic bike lanes and footpaths to the many others throughout the splendor of Badya.





Within certain public gardens will be a sprinkling of private sports clubs geared to embellish athletic pursuits by amplifying breathing room and enhancing the view. Enjoy such activities as cycling, jogging, tennis, swimming, skateboarding, BMX-ing, horse riding, footballing, playing basketball, squash or doing some laps in the pool the way nature intended.

Specialized vegetation will provide crisp air corridors outdoors and enable a year-round ventilation coupled with patches of shade to really bolster your creative juices. Benches, seat decks, large scaled city furniture, water works, shading structures and planting areas will provide ample comfort along the way.

With noise reduction reduced, dust protection increased and waste management optimized, residential neighborhoods will enjoy the sweet scented, serenity of their protected privacy like never before, Badya.

And with 40% renewable energy powering the city, you will cut on the bill not the lights!

Nō. 04

# Culture

As we see thriving in the cobblestone back alleys and fountain-sprouting city squares of European cities where onlookers mesmerize in both performance and craft from all in their company. Be it a person or a passion, it awakens something in us. A sense of wonder and a sentiment of amazement.

Badya has been created with the premise of enriching culture and exposing us to a more art-of-lifestyle mode of living. One where dreamers may dream, achievers may achieve and realizers may realize.

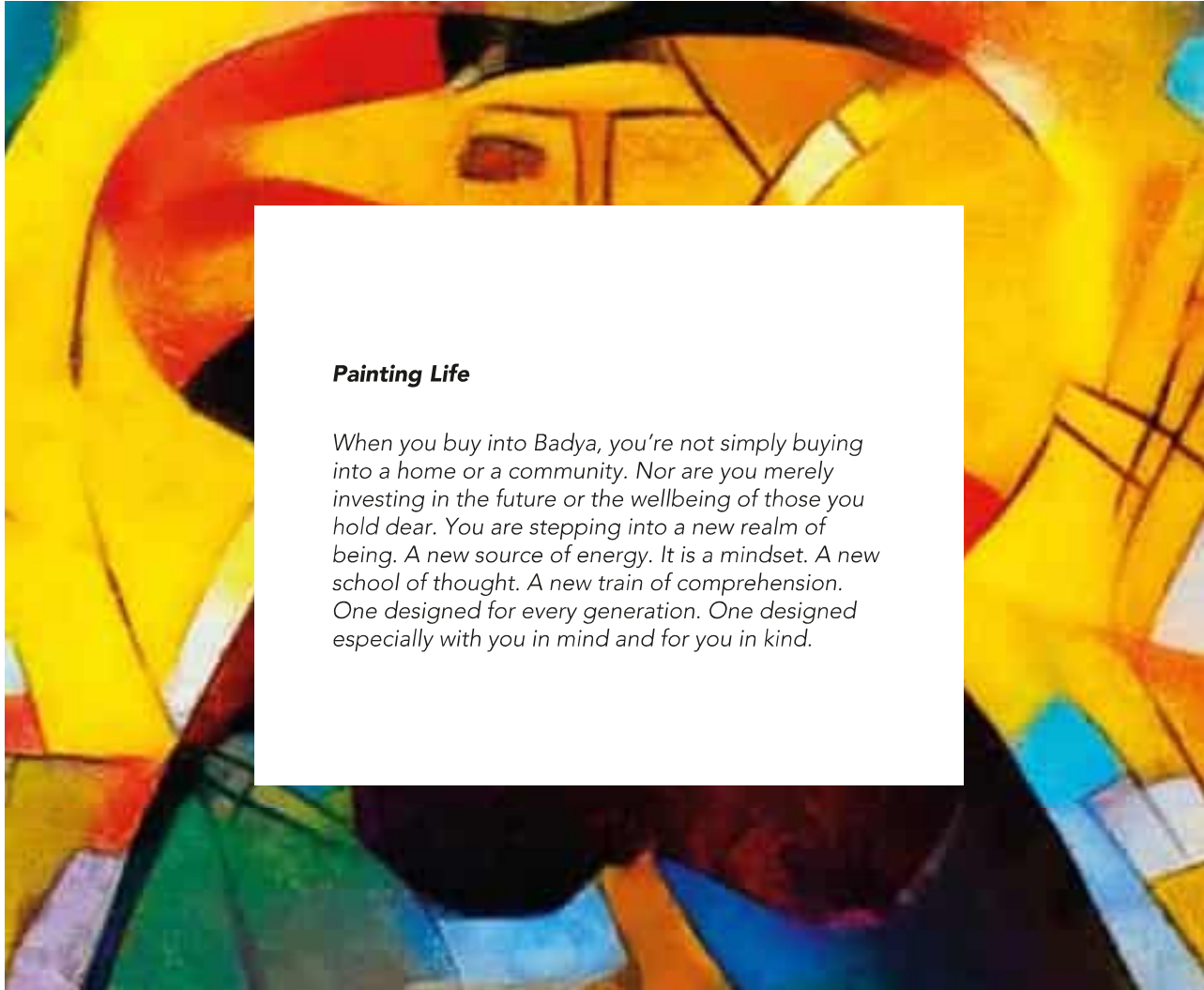
Internationally accredited universities, design schools and nurseries, luxury sports clubs and championship venues, green office spaces and cutting-edge administration buildings, urban residential units and inspired landscaping all interconnected, interweaved and interchangeable in the comforting convenience of one, creative place.

Open-air venues for retail, art, theater, cinema and performance will be designated, as will galleries, cafes, restaurants and a booming nightlife. Business will be conducted in parks and get-togethers out of this world. It will be a first of its kind in many ways. It is up to you, how you pave the way.

Focusing on what builds your future, we present our very own central district, a startup hub (Badya Work), where we welcome all fresh, new, entrepreneurial ideas and suggestions. Along with that, we introduce our branded courtyard by great talented Egyptian designers.

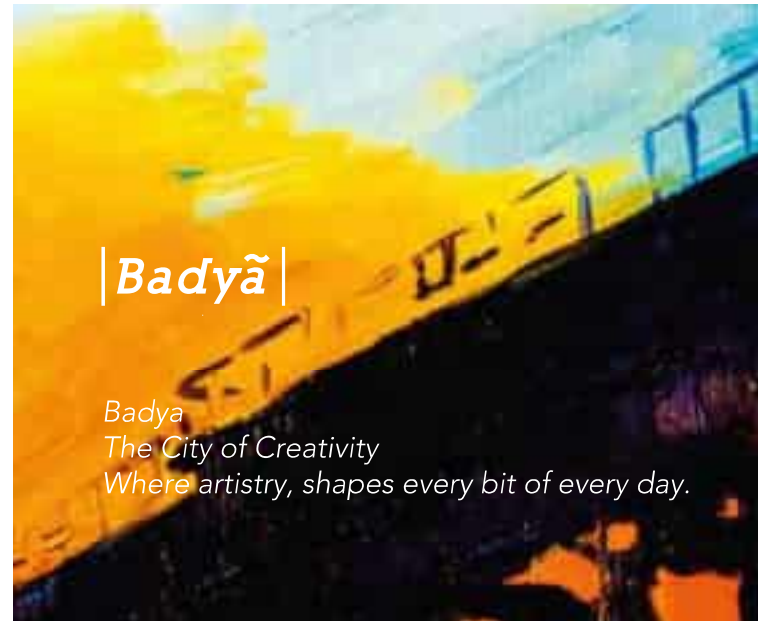
Badya will turn the page to a new chapter in Egyptian arts and culture, while introducing a whole new world of creative fancies to all who call it home.





### ***Painting Life***

*When you buy into Badya, you're not simply buying into a home or a community. Nor are you merely investing in the future or the wellbeing of those you hold dear. You are stepping into a new realm of being. A new source of energy. It is a mindset. A new school of thought. A new train of comprehension. One designed for every generation. One designed especially with you in mind and for you in kind.*



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*The City of Creativity*  
*Where artistry, shapes every bit of every day.*







*Three thousand acres of creativity*